

# Dairy Products and Alternatives in Indonesia

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## Dairy Products and Alternatives in Indonesia

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Increased demand for artisanal cheese sees niche variants become available through specialist channels and e-commerce

#### PROSPECTS AND OPPORTUNITIES

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Shelf stable milk still accounts for significant share due to affordability and easy storage

Nestlé Indonesia PT maintains its lead, thanks to a variety of well-known products that suit different tastes

#### PROSPECTS AND OPPORTUNITIES

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Frisian Flag Indonesia PT maintains its lead in 2023 thanks to strategically placed brands

## PROSPECTS AND OPPORTUNITIES

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Soy milk remains the main contributor to plant-based dairy sales in 2023, but oat milk gains traction

Heinz ABC Indonesia PT leads plant-based dairy, thanks to existing strong logistics and networks

Plant-based dairy concept and awareness is driven by the internet

#### PROSPECTS AND OPPORTUNITIES

Social media will play a crucial role in introducing new plant-based dairy variants to consumers, via key opinion leaders and platforms such as Instagram

Wider use in foodservice will boost awareness but high prices and unpackaged products remain a challenge

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